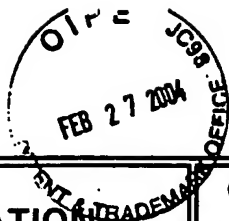


INFORMATION DISCLOSURE CITATION PTO-1449	CUSTOMER NUMBER 26615	ATTORNEY'S DKT No. 0026-0057		APPLICATION No. Unassigned		
		APPLICANT(S) Jeremy BEM et al.				
		FILING DATE November 14, 2003		GROUP Unassigned 2165		
U.S. PATENT DOCUMENTS						
EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
JV	6,006,222	12/21/1999	Culliss	707	5	
JV	6,014,665	01/11/2000	Culliss	707	5	
JV	6,078,916	06/20/2000	Culliss	707	5	
JV	6,182,068 B1	01/30/2001	Culliss	707	5	
JV	6,539,377 B1	03/25/2003	Culliss	707	5	
FOREIGN PATENT DOCUMENTS						
EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation Yes No
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)						
JV	Justin Boyan et al.; "A Machine Learning Architecture for Optimizing Web Search Engines"; Carnegie Mellon University; May 10, 1996; pages 1-8.					
JV	"Click Popularity - DirectHit Technology Overview"; http://www.searchengines.com/directhit.html ; November 10, 2003 (print date); 2 pages.					
EXAMINER /Jacques Veillard/			DATE CONSIDERED 06/19/2006			

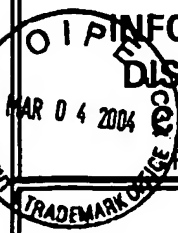
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).



SHEET 1 OF 1

INFORMATION DISCLOSURE CITATION PTO-1449	CUSTOMER NUMBER 26615	ATTORNEY'S DKT No. 0026-0057	APPLICATION No. 10/706,991				
		APPLICANT(S) Jeremy BEM et al.					
		FILING DATE November 14, 2003	GROUP 2174 2165				
U.S. PATENT DOCUMENTS							
EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE	
FOREIGN PATENT DOCUMENTS							
EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						Yes	No
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
JV	Copy of co-pending U.S. Patent Application No. 10/712,263; Jeremy Bem et al.; "Targeting Advertisements Based on Predicted Relevance of the Advertisements"; filed November 14, 2003, 40 pages.						
JV	Copy of co-pending U.S. Patent Application No. 10/734,584; Jeremy Bem et al.; "Large Scale Machine Learning Systems and Methods"; filed December 15, 2003, 35 pages.						
EXAMINER				DATE CONSIDERED			
/Jacques Veillard/				06/19/2006			

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).

		CUSTOMER NUMBER 26615		ATTORNEY'S DKT No. 0026-0057		APPLICATION No. 10/706,991	
				APPLICANT(S) Jeremy BEM et al.			
				FILING DATE November 14, 2003		GROUP 2171 2165	
U.S. PATENT DOCUMENTS							
EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE	
FOREIGN PATENT DOCUMENTS							
EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						Yes	No
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
JV	J.H. Friedman, T. Hastie, and R. Tibshirani; "Additive Logistic Regression: a Statistical View of Boosting"; Dept. of Statistics, Stanford University Technical Report; August 20, 1998.						
JV	A.Y. Ng and M.I. Jordan; "On Discriminative vs. Generative classifiers: A comparison of logistic regression and naïve Bayes," in T. Dietterich, S. Becker and Z. Ghahramani (eds.), Advances in Neural Information Processing Systems 14, Cambridge, MA: MIT Press, 2002.						
JV	F. Crestani, M. Lalmas, C. Van Rijsbergen and I. Campbell; "'Is This Document Relevant?...Probably'": A Survey of Probabilistic Models in Information Retrieval"; ACM Computing Surveys, Vol. 30, No. 4, December 1998.						
EXAMINER /Jacques Veillard/				DATE CONSIDERED 06/19/2006			

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).